

POWER OF 10+



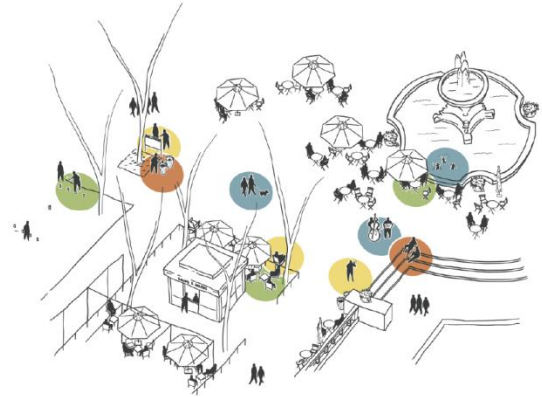
City/Region

10+ MAJOR DESTINATIONS



Destination

10+ PLACES IN EACH



Place

10+ THINGS TO DO,
LAYERED TO CREATE SYNERGY

To be successful, cities need destinations. They need destinations that give an identity and image to their communities and that help attract new residents, businesses and investment, but they also need strong community destinations for people to go to. A destination might be a downtown square, a main street, a waterfront, a park, or a museum. Cities of all sizes should have at least ten destinations where people want to be. What makes each destination successful is that it has places within it. For example, a square needs at least ten places: a café, a children's play area, a place to read the paper or drink a cup of coffee, a place to sit, somewhere to meet friends, etc. Within each of the places, there should be at least ten things to do. Cumulatively, these activities, places and destinations are what make a great city. This is a big idea that PPS calls the "Power of 10".

EXAMPLE: POWER OF 10, DOWNTOWN LOS ANGELES

List 5 best places. For each place provide 3-5 reasons why it is the best.

1. Grand Park: green market, interactive water feature, colorful amenities
2. Grand Central Market – food options, diverse, local, affordable
3. Main Street – outdoor dining, street lighting, diversity, walkable, street art
4. Japanese Garden – beautiful, water feature, tranquil, unique
5. St Vincents Court – small pedestrian street, cafes & restaurants, flower pots, local services

List 5 places with the most potential.

1. Pershing Square
2. Broadway
3. Bunker Hill
4. Spring Street
5. The Bloc

POWER OF 10, [NAME OF MAIN STREET, CITY]

List 5 best places. For each place provide 3-5 reasons why it is the best.

1.

List 5 places with the most potential.

1.

Place image of aerial here and
drag the dots at left onto the
map.



Best



Most Potential